

## Message Text

UNCLASSIFIED

PAGE 01 CALI 00069 221311Z  
ACTION ARA-10

INFO OCT-01 ISO-00 EB-08 PASS-00 /019 W  
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R 211510Z MAR 77  
FM AMCONSUL CALI  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 2096  
AMCONSULATE BARRANQUILLA  
AMEMBASSY BOGOTA  
AMEMBASSY CARACAS  
AMCONSUL MEDELLIN

UNCLAS CALI 0069

COMMERCE FOR WANDA ALE SAD/TM

PLEASE PASS TO JACOBS, MICHIGAN DEPARTMENT OF COMMERCE,  
LANSING

E.O. 11652: N/A  
TAGS: BEXP, CO  
SUBJ: MICHIGAN IOGA METALWORKING TRADE MISSION TO COLOMBIA  
AND VENEZUELA.

1. MISSION MEMBERS ARRIVED CALI ON MARCH 8TH AT ABOUT 9:15 P.M.  
AND WERE MET AT THE AIRPORT BY CONSUL ROY J.APEL AND JULIO DE  
SOTO, CONSULATE COMMERCIAL ASSISTANT. THEY WERE TRANSPORTED TO  
HOTEL INTERCONTINENTAL BY RENTED MINI-BUS. AT HOTEL WERE GIVEN  
WELCOME KITS WHICH INCLUDED GENERAL INFORMATION ON THIS  
PART OF COLOMBIA, HELPFUL HINTS AS TO RESTAURANTS AND PLACES TO  
VISIT, GUEST LIST FOR RECEPTION, AND DATES AND TIMES OF  
INTERVIEWS AND APPOINTMENTS.

2. MISSION MEMBERS HAD A TOTAL OF ABOUT 147 APPOINTMENTS WITH  
IMPORTERS, AGENTS, DISTRIBUTORS, AND MANUFACTURERS IN METAL-  
WORKING FIELD . NO SHOW RATE WAS VERY LOW DUE TO PERSISTENCE OF  
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PAGE 02 CALI 00069 221311Z

MISSION'S SECRETARY. ALL PARTICIPANTS PRAISED THE ORGANIZATION  
AND MANAGEMENT OF THE MISSION.

3. ON MORNING OF MARCH 9, MISSION MEMBERS WERE GIVEN BRIEFING

BY DR. HAROLD RIZO, DIRECTOR OF FEDEMETAL (COLOMBIAN METALWORKING ASSOCIATION) IN THE CALI AREA. AT NOON OF MARCH 9, MISSION MEMBERS ATTENDED THE MONTHLY LUNCHEON OF THE COLOMBIAN AMERICAN CHAMBER OF COMMERCE WITH MR. BARRY JACOBS AS CHIEF SPEAKER. MR. JACOB'S SPEECH, DELIVERED IN SPANISH, WAS PRAISED BY ALL IN ATTENDANCE AT THE LUNCHEON. LUNCHEON PROVED VALUABLE TO MISSION MEMBERS IN THAT IT GAVE OPPORTUNITY TO MEET AND DISCUSS COLOMBIAN BUSINESS MATTERS WITH AMERICAN AND COLOMBIAN BUSINESSMEN RESIDENT IN COLOMBIA. IN THE EVENING OF MARCH 9, A RECEPTION WAS HOSTED BY CONSUL APEL, FEDEMETAL, AND THE TRADE MISSION. AN ESTIMATED 50 PERSONS ATTENDED THE MEETING, SLIGHTLY LESS THAN ANTICIPATED BECAUSE OF A CONFLICT WITH A CRITICAL COLOMBIAN SOCCER GAME BEING TELEVISED FROM BRAZIL AT SAME TIME. NEVERTHELESS, ALL IN ATTENDANCE BELIEVED RECEPTION WAS SUCCESS, IN THAT IT AFFORDED OPPORTUNITY FOR MISSION MEMBERS TO MEET COLOMBIAN BUSINESSMEN AND SET UP ADDITIONAL APPOINTMENTS.

4. LOCAL SUPPORT BY USIS WAS SUPERB. IN ADDITION TO PLACING OVER ONE DOZEN PHOTOS, THEY PLACED NUMEROUS BULLETINS IN VARIOUS PERIODICALS AND FURNISHED FOUR BI-LINGUAL SECRETARIES EACH DAY TO THE MISSION FREE OF CHARGE.

5. INFORMATION OBTAINED DIRECTLY FROM MISSION MEMBERS DURING DEBRIEFING INDICATED THE FOLLOWING RESULTS: IMMEDIATE SALES OF ABOUT 20,000 DOLLARS, EXPECTED SALES FOR NEXT 12 MONTHS AT LEAST 225,000 DOLLARS. MEMBERS DEVELOPED A TOTAL OF 60 LEADS: 44 IN EXPORT SALES, 10 SALES IN REPRESENTATION AGREEMENTS, 2 LICENSEE AGREEMENTS, AND 4 JOINT VENTURE. FOUR MISSION MEMBERS REPORTED THEY ACHIEVED THEIR FIRST OBJECTIVE, TWO REPORTED THEY HAD NOT, AND THREE REPORTED FIRST OBJECTIVE PARTIALLY ACHIEVED.

UNCLASSIFIED

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PAGE 03 CALI 00069 221311Z

MISSION MEMBERS HAD OPPORTUNITY FOR PLANT VISITS, ONE, M.J. BENTON, OF ABRASIVES AND CERAMICS, SPENT MOST OF THE 11TH AT PLANT. MEMBERS ALSO HAD INTERESTING EDUCATIONAL MEETING AT NOON OF THE 10TH WITH DR. EDGAR VILLAQUIRAN, DIRECTOR, FREE TRADE ZONE OF BUENAVENTURA.

6. ONE RESULT OF LUNCHEON ON 9TH WAS SPONTANEOUS COLLECTION OF MONEY AMONG MISSION MEMBERS TO ASSIST IN FINANCING NEW WING FOR A HOSPITAL FOR ELDERLY PEOPLE. ABOUT 150 DOLLARS WERE COLLECTED AND PRESENTED TO HOSPITAL REPRESENTATIVE AT THE HOTEL BY BARRY JACOBS IN PRESENCE OF MISSION MEMBERS AND CONSULAR STAFF.

7. MISSION MEMBERS UNANIMOUSLY AGREED THAT THE MISSION TO CALI WAS WELL PLANNED AND SUCCESSFULLY EXECUTED. THEY ALSO GENERALLY AGREED HOWEVER THAT THE MARKET IN THE CALI AREA WAS NOT YET READY FOR THEIR SOPHISTICATED EQUIPMENT, BUT THAT GOOD POSSIBILITIES EXISTED FOR SALE OF SMALL OR SIMPLE MACHINES OR HANDTOOLS, AND TO SET UP JOINT VENTURE ARRANGEMENTS.

APEL

NOTE BY OC/T: CALI 69 PASSED ABOVE ADDRESSEE.

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